

SOME ADDED INTEREST IN THE PAC

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Since producing the August Bulletin I have tried very hard to put all my "P" covers onto sheets and write up where I can. I have mentioned on other occasions that I always save any newspaper or magazine articles which have any bearing on users of perfins. The "PAC" perfins are a nightmare to sort and I left the "PAC" covers until I had everything else on sheets.

Amongst the covers and perfins was an article from a 1996 Daily Mail. It makes interesting reading and lightens the boredom of the "PAC" perfin. In the Daily Mail is a daily column giving answers to readers questions. The question in this article read:- *Why does the Goddess of Prudence, as represented in ancient statues and the logo of a well-known insurance company, hold a mirror in her hand?*.

The answer is:- The figure of Prudence has provided a strong visual association with the Prudential Assurance Company and its philosophy since its beginnings in 1848. Prudence, from the Latin *prudens* - 'acting with foresight', - is one of the four cardinal virtues, along with justice, temperance and fortitude. The cardinal or natural virtues were identified by teachers of philosophy and theology at cathedral schools instituted by the Roman emperor Charlemagne, who distinguished them from the theological virtues faith, hope and charity. Prudence is normally depicted with a snake, representing wisdom, an arrow, the sign of a skilled marksman, and a mirror, signifying the ability to see oneself as one really is.



The
Goddess of
Prudence
and (right)
the
Prudential's
modern-day
version

